jli external communication timeline.mpp

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WBA

Scientific data summary draft.	
2	1d?
3/21/03	3/21/03

Discussion with MA DoPH	
3	1d?
2/7/03	2/7/03

Bibliography Website Launch	
4	1d?
2/24/03	2/24/03

Scientific Q&A	
5	1d?
4/30/03	4/30/03

Approval of Scientific Data Summary	
6	1d?
5/5/03	5/5/03

Start of briefings e.g. CDC, Connolly	
7	1d?
5/12/03	5/12/03

Science website launch	
8	1d?
6/9/03	6/9/03

Panel Debate	
9	1d
4/1/03	4/1/03

Law Department

Start of briefings of FDA	
11	1d?
7/1/03	7/1/03

Briefing of FTC and Attorneys General	
12	1d?
8/28/03	8/28/03

Briefing of state elected officials	
13	1d?
5/12/03	5/12/03

Marketing

External consumer communication validation report 1	
15	1d?
4/28/03	4/28/03

Claim substantiation information for consumers posted on pnuevo.science.com	
16	1d?
8/1/03	8/1/03

Start of consumer communication (POI brochures and print ads, etc.)	
17	1d?
8/1/03	8/1/03

External consumer communication validation report 2 (websites, etc.)	
18	1d?
7/18/03	7/18/03

Corporate Affairs

Approval of press release	
20	1d?
8/1/03	8/1/03

Public announcement of claim	
21	1d?
8/1/03	8/1/03

Sales

Product in retail stores	
33	1d?
8/1/03	8/1/03

Business Development Operations

Start of responses to consumer inquiries & surveillance, 1-800-4ACCORD	
25	1d?
8/1/03	8/1/03

Senior Management

Decision on test market	
27	1d
2/24/03	2/24/03

Announcement of claim to external business stakeholders	
28	1d?
8/1/03	8/1/03

Decision to make claims	
29	1d?
7/21/03	7/21/03

Fields

Name	
ID	Duration
Start	Finish

Critical Task

Noncritical Task

PM3001242564

Source: https://www.industrydocuments.ucsf.edu/docs/rxdk0001

17-21

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WSA

Scientific data summary draft	
2	1d?
3/10/03	3/10/03

Discussion with MA DoPH	
3	1d?
2/7/03	2/7/03

Bibliography Website Launch	
4	1d?
2/14/03	2/14/03

Panel Debate	
5	1d?
4/1/03	4/1/03

Scientific Q&A	
6	1d?
4/30/03	4/30/03

Approval of Scientific Data Summary	
7	1d?
5/5/03	5/5/03

Start of briefings e.g. CDC	
8	1d?
5/12/03	5/12/03

Science website launch	
9	1d?
6/9/03	6/9/03

Law Department

Start of briefings of FTC, FDA, NAA's, state regulatory agencies in test markets	
11	1d?
5/12/03	5/12/03

Government Affairs

Briefing of state elected officials	
13	1d?
5/12/03	5/12/03

Marketing

External consumer communication validation report 1	
15	1d?
4/28/03	4/28/03

Claim substantiation information for consumers posted on pmuss.science.com	
16	1d?
8/18/03	8/18/03

Field Sales Force Meeting	
17	1d?
5/14/03	5/14/03

External consumer communication validation report 2 (websites, etc.)	
18	1d?
5/27/03	5/27/03

Corporate Affairs

Approval for press release	
20	1d?
5/5/03	5/5/03

Public announcement of claim	
21	1d?
5/12/03	5/12/03

Sales

Product in retail stores	
23	1d?
8/18/03	8/18/03

Business Development Operations

Kit materials printed	
25	1d?
3/24/03	3/24/03

Senior Management

Decision on test market	
27	1d
4/15/03	4/15/03

Announcement of claim to external business stakeholders	
28	1d?
5/12/03	5/12/03

Update with verbiage for Regulatory

Fields	
Name	
ID	Duration
Start	Finish

Critical Task

Noncritical Task

Source: https://www.industrydocuments.ucsf.edu/docs/rxdk0001

PM3001242565